Abstract—This paper was aimed to survey the level of awareness of traditional grocery stores in Bangkok in these categories: location, service quality, risk, shopping, worthwhile, shopping satisfaction, and future shopping intention. The paper was also aimed to survey factors influencing the decision to shop at traditional grocery stores in Bangkok in the future. The findings revealed that consumers had a high level of awareness of traditional grocery stores in Bangkok. Consumers were aware that the price was higher and it was riskier to buy goods and services at traditional grocery stores but they still had a high level of preference to patronage traditional grocery stores. This was due to the reasons that there was a high level of satisfaction from the factors of the friendliness of the owner, the ability to negotiate the price, the ability to buy on credit, free delivery, and the enjoyment to meet with other customers in the same neighborhood.

Keywords—Business Management, Thai Economy, Traditional Grocery Store.

I. INTRODUCTION

Traditional grocery stores are so essential to the Thai business society. They are the old symbol of local business, local jobs, local source of revenues, and local way of life. Until the development of modern retail business came to Thailand, the traditional grocery stores were an important part of Thai economy. Table I and II revealed that modern retail business has replaced many of traditional grocery stores in every corner of Thailand. According to The Committee of Economic, Commerce, and Industry [1], the traditional grocery stores used to have about 70 percent of market share in 1999, after the coming of modern retail business, the market share for traditional grocery stores had been reduced to only 30 percent in 2008. Moreover[2], from Table II, and III, in 1999 there were only 1,429 modern retail stores, but it had expanded into 7,075 stores in 2008. In terms of the population, Thailand had only 48 million people in 1982 and by 2011, the population in Thailand was 65 million [3]. In 2012, Thai household [4] has an average debt of 136,562 baht per household. This is due to the modern lifestyle of shopping and the available of lines of credit. From the information above, there are many conjectures about the end of traditional Thai grocery stores. Savpaithoon [5] stated that traditional grocery stores still have a chance to survive if they adapt their strategies and reduce their weakness in competing with modern retail stores.

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and a good surrounding of the retail store operation is
and they found that besides a good location, a nice atmosphere
purchased, the higher the risk associated with that purchase.
Risk is also an important factor in
is often reflected in a loss of opportunity, a waste of time and
consumers unable to meet their objectives of purchasing. Risk
is to enhance consumers’ satisfaction.

A good location is often associated with success of a retail
business [9]. The management of modern retail must give
serious consideration to the location. First, consider if the
location is convenient for consumers, the location itself will
strengthen the chance of success as well as enhance
consumers’ satisfaction. Second, the location has an effect on
long term profit. More often than not, a good location can
offset any mediocrity in management [10]. The selection of
proper location is vital to the business in that it can establish
the comparative business edge and serve as a basis for long
term planning.

The quality of service can be a result of a comparison
between an expected quality from traditional grocery stores
and a real experience perceived from consumers who actually
purchases goods and services [11]. Quality is a value added
entity which is a reflection of attention, speed, enthuses, and
knowledgeable of the employees. The aim of high quality of
service is to enhance consumers’ satisfaction.

Risk can be defined as an uncertainty that can make
consumers unable to meet their objectives of purchasing. Risk
is often reflected in a loss of opportunity, a waste of time and
money for consumers [12]. Risk is also an important factor in
consumers’ purchasing decision. The high value of the item
purchased, the higher the risk associated with that purchase.

Walters & Hanrahan [13] had studied many retail strategies
and they found that besides a good location, a nice atmosphere
and a good surrounding of the retail store operation is
important. Nice atmosphere and the good surrounding can
accelerate the pleasure of shopping.

Generally, consumers often search for the sellers who
possess the high quality products with low price. In addition,
consumers often pay attention to sales, discounts, or any
products that offer a lower price. Consumers who are satisfied
with their purchase often have an intention to patronage the
same retail repeatedly. Consumers can signal their loyalty in
terms of purchasing the same products or services again,
providing a compliment to employees or the retail owner by
not purchasing from competitors [14].

III. METHODOLOGY

This paper utilized both quantitative and qualitative method.
The research model was adapted from Ring, Newton, Borden,
and Farris [8]. A questionnaire was developed based on the
idea of market measurement of Bruner, James, and Hensel
[15] and Bearden and Netemeyer [16]. The chosen items were
with an alpha Cronbach higher than 0.06 [17]. A total
convenience sample of 400 consumers who were patronage
the traditional grocery stores were asked to participate in the
questionnaire survey. The data were collected by a survey
questionnaire. Information was analyzed by using the Partial
Least Squares [18]. An in-depth interview was also utilized
with 10 owners of tradition grocery stores in Bangkok who
had a long experience in tradition grocery stores and knew
their customers very well. This paper was aimed to test these
six Hypotheses:

H1. Location significantly influences the shopping
satisfaction.

H2. Service quality significantly influences the shopping
satisfaction.

H3. Risk significantly influences the shopping satisfaction.

H4. Shopping enjoyment significantly influences the
shopping satisfaction.

H5. Value for money significantly influences the shopping
satisfaction.

H6. Shopping satisfaction influences the future shopping
intention.

IV. FINDINGS

From Table IV, the overall awareness of all factors was
medium with mean = 3.381 and S.D. = 0.277. The highest
mean score was the risk factor and the lowest mean score was
the value for money.
TABLE IV
LEVEL OF AWARENESS OF EACH FACTOR

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>S.D.</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Risk</td>
<td>3.913</td>
<td>0.203</td>
<td>High</td>
</tr>
<tr>
<td>2. Future Shopping Intention</td>
<td>3.760</td>
<td>0.412</td>
<td>High</td>
</tr>
<tr>
<td>3. Location</td>
<td>3.746</td>
<td>0.080</td>
<td>High</td>
</tr>
<tr>
<td>4. Shopping Satisfaction</td>
<td>3.236</td>
<td>0.258</td>
<td>Medium</td>
</tr>
<tr>
<td>5. Shopping Enjoyment</td>
<td>3.099</td>
<td>0.403</td>
<td>Medium</td>
</tr>
<tr>
<td>6. Service Quality</td>
<td>3.000</td>
<td>0.216</td>
<td>Medium</td>
</tr>
<tr>
<td>7. Value for Money</td>
<td>2.914</td>
<td>0.370</td>
<td>Medium</td>
</tr>
<tr>
<td>Total</td>
<td>3.381</td>
<td>0.277</td>
<td>Medium</td>
</tr>
</tbody>
</table>

TABLE V
LEVEL OF FUTURE SHOPPING INTENTION FACTOR

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>S.D.</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intend to purchase goods at the traditional grocery store again.</td>
<td>3.748</td>
<td>0.552</td>
<td>High</td>
</tr>
<tr>
<td>2. Aim to be a customer of the traditional grocery store in the long run.</td>
<td>3.773</td>
<td>0.604</td>
<td>High</td>
</tr>
<tr>
<td>Total</td>
<td>3.760</td>
<td>0.412</td>
<td>High</td>
</tr>
</tbody>
</table>

TABLE VI
LEVEL OF LOCATION FACTOR

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>S.D.</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The traditional grocery stores are near the house.</td>
<td>4.715</td>
<td>0.410</td>
<td>Highest</td>
</tr>
<tr>
<td>2. The traditional grocery stores are near the workplace.</td>
<td>3.830</td>
<td>0.739</td>
<td>High</td>
</tr>
<tr>
<td>3. The traditional grocery stores are near the bus stop.</td>
<td>3.113</td>
<td>0.644</td>
<td>Medium</td>
</tr>
<tr>
<td>4. The traditional grocery stores are near other retails.</td>
<td>3.368</td>
<td>0.620</td>
<td>Medium</td>
</tr>
<tr>
<td>5. The traditional grocery stores are near a convenient parking lot.</td>
<td>3.705</td>
<td>0.670</td>
<td>High</td>
</tr>
<tr>
<td>Total</td>
<td>3.746</td>
<td>0.080</td>
<td>High</td>
</tr>
</tbody>
</table>

From the findings, it can be concluded that risk factor exhibited the highest level of awareness more than any other factors. The risk awareness implied the acceptability that traditional grocery store’s price is often higher than other retails. The intention from consumers to purchase goods at the traditional grocery stores again was high as well as the aim to be their customer in the long run. The location factor of having the traditional grocery store near the house received the highest mean score. Therefore, the factor of location could be used as a strategic marketing plan to enhance market share to compete with modern retail.

Fig. 1 The results of analytic hypotheses

From Fig. 1 reveals the model of the factors influencing shopping satisfaction and affecting the future shopping intention.

TABLE VII
THE RESULTS OF HYPOTHESES TESTING

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Coef.</th>
<th>t-test</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Location significantly influences the shopping satisfaction.</td>
<td>0.139</td>
<td>3.457</td>
<td>Support</td>
</tr>
<tr>
<td>H2 Service quality significantly influences the shopping satisfaction.</td>
<td>0.315</td>
<td>6.435</td>
<td>Support</td>
</tr>
<tr>
<td>H3 Risk significantly influences the shopping satisfaction.</td>
<td>0.080</td>
<td>1.967</td>
<td>Support</td>
</tr>
<tr>
<td>H4 Shopping enjoyment significantly influences the shopping satisfaction.</td>
<td>0.258</td>
<td>5.449</td>
<td>Support</td>
</tr>
<tr>
<td>H5 Value for money significantly influences the shopping satisfaction.</td>
<td>0.172</td>
<td>4.054</td>
<td>Support</td>
</tr>
<tr>
<td>H6 Shopping satisfaction influences the future shopping intention.</td>
<td>0.709</td>
<td>24.121</td>
<td>Support</td>
</tr>
</tbody>
</table>

From Table VII, the findings revealed that shopping satisfaction had the highest influence on the future shopping intention. The shopping satisfaction factor received the highest influence from service quality, shopping enjoyment, value for money, location, and risk in decreasing importance. All hypotheses had p value less than 0.01 which means all factors supported every hypotheses.
One of the most important findings from this paper was that satisfaction in shopping had the highest influence on intention to buy in the future or loyalty. From the in-depth interviews, it was found that level of satisfaction came from the fact that the friendliness of the owner toward local consumers. The buyers and sellers often had a chance to chat. Moreover, the owner of the traditional grocery often encouraged consumers to taste their food and fruit. Consumers were allowed to buy on credit and get a free delivery. Consumers also preferred the location of traditional grocery stores which was closed to their home. Some products that were less in demand such as torch, charcoal, and indigo were also available only in traditional grocery store. The high level of satisfaction might have come from the Thai local community gathering around traditional grocery stores whenever they had local activities, festival activities, and social gatherings.

While there were many factors contributing to the high level of satisfaction in patronizing traditional grocery stores, there were also many factors that negatively affected the consumers. The price was often too high than at modern retail stores. The risk of getting an expired product was common to buy in the future or loyalty. From the in-depth interviews, it was found that level of satisfaction came from the fact that the friendliness of the owner toward local consumers. The buyers and sellers often had a chance to chat. Moreover, the owner of the traditional grocery often encouraged consumers to taste their food and fruit. Consumers were allowed to buy on credit and get a free delivery. Consumers also preferred the location of traditional grocery stores which was closed to their home. Some products that were less in demand such as torch, charcoal, and indigo were also available only in traditional grocery store. The high level of satisfaction might have come from the Thai local community gathering around traditional grocery stores whenever they had local activities, festival activities, and social gatherings.

V. CONCLUSION AND SUGGESTIONS

The traditional grocery stores used to have the highest market in the past. Nowadays they are in the stage of decline. From the study, risk was the most important factor from the perspective of consumers which means consumers viewed that shopping at a traditional grocery may have a risk of low quality or obsolete products. On the other hand, the strong point of traditional grocery stores included high service quality, social gathering place, and good location. Therefore, good suggestions for traditional grocery stores are to focus on the niche market and focus on the participation of local community activities. In addition, traditional grocery stores need to improve their layout and product display to be modern and reduce consumers risk in terms of poor quality products or expiratory products.

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